



# Uptown / Downtown Revitalization in a Post Redevelopment World

March 27, 2014



# Basic Redevelopment

- **Building Infrastructure**
- **Street Improvements**
- **Land Consolidation**
- **Blight Removal**





# CA Redevelopment Law

- **1945:** State legislature passes CA Community Redevelopment Act – allowing cities & counties to establish RDAs to address urban blight
- **1976:** RDAs required to set aside 20% of tax increment for affordable housing
- **1978:** Proposition 13 caps real estate taxes, fixing property values at 1975 values and restricting assessment increases to no more than 2% annually



# PROPOSITION 13 - 1978

- **Fiscalization of land use**
- **Creative application of redevelopment**



# Redevelopment

- **Using Public Improvements to Stimulate Private Development**
- **Leveraging Affordable Housing Funds to Promote Revitalization**



# Affordable Housing

***With the Privilege of Redevelopment  
Came the Obligation of  
Affordable Housing***



# Affordable Housing

- Underused Tool in Redevelopment
- Affordable housing – a powerful instrument to kick start Uptown / Downtown Revitalization
  - Sustainable housing
  - Increased traffic downtown
  - Joint Amenities
  - Community gardens/Urban parks



# Affordable Housing

- **Workforce Housing**

- **People already in your Community**

**Medical and Dental Assistants - Bank Tellers - Educators - Retailers**

**Child Care Providers - Bookkeepers - Food Service Provides - Clerical**

**Personal Care Providers – Construction Workers - Service Providers**





# Affordable Housing

- **Locational Attributes**
  - **Proximity to Amenities and Services**
    - Groceries, Retail, Parks and other public facilities
  - **Access to Public Transportation**
  - **Contributes to residential core needed to establish urban neighborhoods**
  - **Catalyst for Urban Development**



February 1, 2012

## **Dissolution of Redevelopment**

- Asset Disposition Process
- Housing Successors
  - Housing Assets and Allowance (AB 471)
- Household Income Targets (SB 341)



# Funding Sources

- **20% of 50% of General Fund loan repayments from former RDA for Affordable Housing**
- **Measure I**
  - Local
  - Arterial
- **Development Impact Fees**
- **General Fund share of former RDA funding**
- **Grants**



# Funding Sources

## continued

- Development Agreements
- Assessment and Mello Roos Districts
- Business Improvement Districts
- Federal Programs
- Partnerships
- IPA's
- - I-Bank

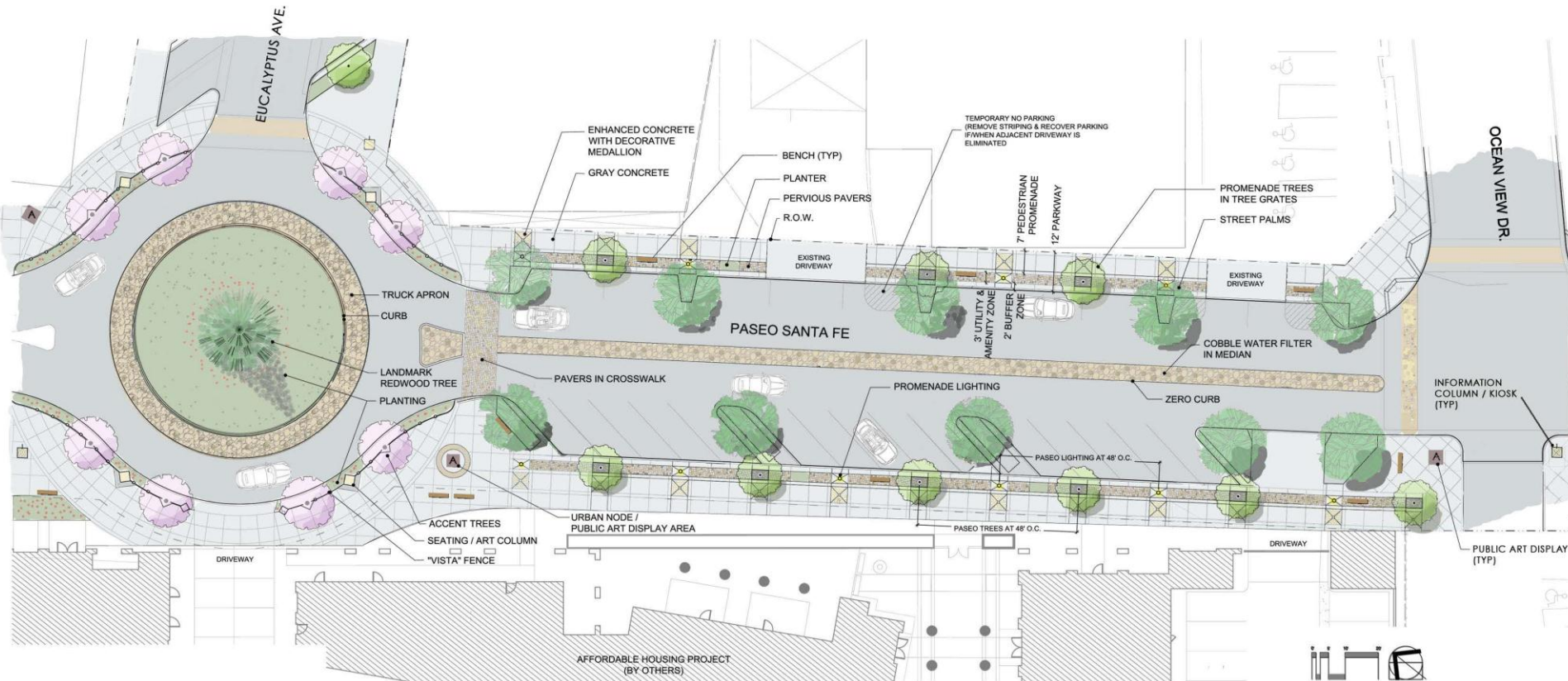


# Goals

- **Leverage Public Funding**
- **Affordable Housing**
- **Eliminate Blight**
- **Parks**
- **Public Facilities (anchors)**
- **Street / Drainage improvements**
- **Landscaping improvements**

# Streetscape Improvements (example)

## Streetscape Master Plan Paseo Santa Fe



# Park Improvement (example)

## LANDSCAPE CONCEPT PLAN Paseo Pointe Park Site

STUDIO E  
ARCHITECTS

AFFIRMED  
HOUSING GROUP

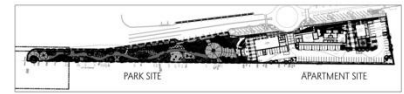
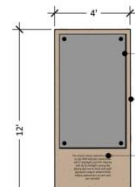
Application #  
PC14-300

Paseo Pointe  
325 S. SANTA FE, VISTA, CALIFORNIA



### PLANT PALETTE

SYMBOL	BOTANICAL NAME	COMMON NAME	SIZE
<b>TREES</b>			
	PHOENIX DACTYLIFERA 'MEDJULA'	DATE PALM	12" MIN BTH
	LIVISTONA AUSTRALIS	CABBAGE PALM	12" MIN BTH
	TRISTANIA CONFERTA	BRISBANE BOX	24" BOX
	CUPRESSUS SEMPERVIRENS	ITALIAN CYPRESS	15 GAL
	POPULUS NIGRA 'ITALICA'	LOMBARDY POPLAR	15 GAL
	CERCIDILUM FLORIDUM	BLUE PALO VERDE	24" BOX
	PYRUS C. 'CAPITAL'	EVERGREEN PEAR	24" BOX
	LAGERSTROEMIA L. 'MUSKOGEE'	CRAPE MYRTLE	36" BOX
	LIQUIDAMBAR STYRACIFLUA	AMERICAN SWEETGUM	24" BOX
	TIPLUANA TIPU	TIPLUANA	36" BOX
	GLEBA PARVIFOLIA	AUSTRALIAN WILLOW	24" BOX
	DRACAENA DRACO	DRAGON TREE	15 GAL
	SCHINUS MOLLE	CALIFORNIA PEPPER TREE	36" BOX
<b>SHRUBS</b>			
	AGAVE ATTENUATA	FOXTAIL AGAVE	5 GAL
	ROSA 'ICEBERG'	ICEBERG ROSE	5 GAL
	PSEUDOTSUGA 'BRONZE BABY'	DWARF NEW ZEALAND FLAX	1 GAL
	FICUS NITIDA	LAUREL FIG	15 GAL
	DODONEA VISCOSEA	HOPSEED BUSH	5 GAL
	SALVIA LEUCANTHA 'SANTA BARBARA'	MEXICAN SAGE	1 GAL
	JUNCUS PATES 'ELK BLUE'	CALIFORNIA GRAY BUSH	1 GAL
	YUCCA WHIPPLEI	OUR LORDS CANDLE	1 GAL



NOTE:  
LANDSCAPE CONCEPT PLAN IS PRELIMINARY IN NATURE AND SUBJECT TO FURTHER REVIEW AND APPROVAL BY THE CITY.  
ALL BENCHES & SITE FURNISHINGS TO BE PROVIDED BY DEVELOPER & APPROVED BY CITY.  
ALL POURED IN PLACE SEATWALLS TO INCLUDE SKATEBOARD DEFLECTERS & DESIGNED TO DISCOURAGE EXTENDED TRANSIENT USE. DESIGN TO BE REVIEWED & APPROVED BY THE CITY.

THE RECORD AND GRAPHIC REPRESENTATIONS OF THE LANDSCAPE DESIGN ARE THE PROPERTY OF THE ARCHITECT. THE ARCHITECT SHALL MAINTAIN THE EXCLUSIVE RIGHT OF REPRODUCTION OF THE RECORD AND GRAPHIC REPRESENTATIONS OF THE LANDSCAPE DESIGN. NO PART OF THE RECORD OR GRAPHIC REPRESENTATIONS OF THE LANDSCAPE DESIGN SHALL BE REPRODUCED OR TRANSMITTED IN ANY FORM OR BY ANY MEANS, ELECTRONIC OR MECHANICAL, INCLUDING PHOTOCOPYING, RECORDING, OR BY ANY INFORMATION STORAGE AND RETRIEVAL SYSTEM, WITHOUT THE WRITTEN PERMISSION OF THE ARCHITECT.



# Streetscape Improvements

## Streetscape Master Plan Paseo Santa Fe



CURRENT NORTHERLY STREET VIEW



PROPOSED NORTHERLY STREET VIEW





# Return on Investment

- **Increased property values**
  - Temecula
  - Monrovia
- **Increased sales tax**
- **Restoring the “heart” of your community**
- **Increased community engagement**
  - Community events put on by the community (festivals, farmer’s market, relays, etc.)
  - Volunteers maintain hanging flower baskets